



Grand Opening of Cooper Vineyards LEED Certified Tasting Room

Louisa, Virginia

April 9-11, 2011



"Grand Opening of our new LEED Platinum Certified 'Green' Tasting Room. Seminars on 'going green,' tours of building by architect Michael Pellis, and the First Lady of Virginia will be there!"



Green Statement: "We have always tried to operate our vineyard in the most environmentally possible manner and our new tasting room is the pinnacle of our commitment. Our grand opening simply has to be the greenest event possible."

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles, paper, cardboard, composting of food & other compostable items
 - "Eco-Stations" will be well-marked and monitored by staff
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
 - Use disposable foodservice items that are made with recycled content
 - Use disposable foodservice items that are recyclable (in your area!)

- Use compostable food service items and direct this material to available composting operations in your area

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper
- Purchase/use paper products with 30% or higher recycled-content

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

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| <ul style="list-style-type: none"> - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting <p><i>Food service</i></p> <ul style="list-style-type: none"> - Arrange for the composting of food waste and other compostables - Provide condiments, cream and sugar, etc., in bulk - Use water pitchers to minimize the use of single-use bottles - Avoid box lunches and serve trays/platters of food instead | <p><i>Restrooms</i></p> <ul style="list-style-type: none"> - Purchase recycled-content paper-towels and toilet paper <p><i>Logistics</i></p> <ul style="list-style-type: none"> - Encourage the use of mass-transit and/or carpooling to the event - Provide for recycling of boxes and other set-up wastes - Purchase from vendors and service providers with a commitment to the environment - Preferred spaces for hybrids and other fuel-efficient vehicles |
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☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have signs at the event registration which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts
- Clearly marked eco-stations and we are weighing all trash, compost, and recyclables to determine the landfill diversion rate! This will be posted on our website after the event.

For more information on the Grand Opening of Cooper Vineyards LEED Certified Tasting Room, see www.CooperVineyards.com or contact info@coopervineyards.com.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

